

Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR
SEMESTER INTERNSHIP
DIGITAL MARKETING

Name of the Student: Gudise Devi

Name of the College: RRDS Govt Degree college

Registration Number: 203126203007

Period of Internship: From: 10/04/2023 To: 16/07/2023

Name & Address of the Intern Organization

DH solutions Penugonda
west Godavari

Adikavi nannaya University

YEAR

RRDS GOVT. DEGREE COLLEGE
BHIMAVARAM, W.G.DT., A.P.

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

Estd : 1972

☎ 08816 - 223458

🌐 www.rrdsgdc.ac.in



Accredited by NAAC

AISHE : C-24023

✉ gdcbhimavaram.jkc@gmail.com

An Internship Report on

Digital Marketing

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

Final Year B.A (HEPA)

Under the Faculty Guideship of

S. Satya Narayana.

(Name of the Faculty Guide)

Department of

R.D.S Govt Degree college, Shimavaram

(Name of the College)

Submitted by:

M. G. DEVI

(Name of the Student)

Reg.No: 203126203016

Program
Department of B.A (HEPA)

R.D.S Govt Degree College, Shimavaram.

(Name of the College)

Student's Declaration

I, Grudise Devi a student of BA. (HEPA)

Program, Reg. No 202126203003 of RRDS Government Degree College,
Bhimavaram do hereby declare that I have completed the mandatory
internship in digital marketing From 10.4.2023 to
16/07/2023 in DH SOLUTIONS at
Digital marketing under the Faculty Guideship of
S. satya prabhakar Department of
History RRDS Government Degree College,
Bhimavaram.

Gr. Devi

(Signature of the student)

Official Certification

This is to certify that Grudise Devi (Name of the student) Reg. No. 203126203007 has completed his/her Internship in DH solutions (Name of the Intern Organization) on Digital marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of HEBA (HEPA) in the Department of R.R.D.S Govt Degree College (Name of the College).

This is accepted for evaluation.


(Signatory with Date and Seal)

Endorsements

Faculty Guide



Head of the Department



Principal


PRINCIPAL

R.R.D.S. Govt. Degree College
BHIMAVARAM-534 202.



Certificate from Intern Organization

This is to certify that Madise Devi (Name of the intern)
Reg. No 203126203007 of BDS Grant Degree College (Name of the
College) underwent internship in DH Solutions (Name of the
Intern Organization) from 10-4-2023 to 16-07-2023

The overall performance of the intern during his/her internship is found to be
satisfactory. (Satisfactory/Not Satisfactory).


Authorized Signatory with Date and Seal

Student's Declaration

I, Giudise Devi a student of B.A CHEPA
Program, Reg. No. 203126203007 of the Department of _____
College do hereby declare that I have completed the mandatory internship
from 10/4/23 to 16/7/23 in Digital Marketing (Name of
the intern organization) under the Faculty Guideship of
S. Satya Narayanan (Name of the Faculty Guide), Department of
History, RRDS Govt Degree College.
(Name of the College)

Gi. Devi
(Signature and Date)



UDYAM-AP-12-0009907

GSTIN : 37CEWPS2264C1Z2

Certificate from Intern Organization

This is to certify that G.DEVI

**Reg. No 203126203007 of R.R.D.S. Government
Degree College-Bhimavaram**

**underwent internship in Website Design ,
DH Solutions**

from From 10/04/2023 to 16/07/2023

**The overall performance of the intern during
his/her internship is found to be
Satisfactory.**



M.Sai Ram
Managing Director

**JVL Nagar Road, Colony,
Penugonda, Andhra Pradesh 534320
Number 7661032961**

ACKNOWLEDGEMENTS

I take immense pleasure to express my thanks to each and every faculty member for giving their valuable suggestions in completing this Long Term Internship within the limited timeframe. I thank all my college mates and friends for giving their moral support. I would like to express my humble gratitude to my beloved parents for their blessings throughout my academic career. I would like to express my sincere thanks to Dr. V.K.J. PRASUNA, M.COM, Ph.D., Principal, for her constructive cooperation, motivation and valuable guidance throughout the course and also during the Long-Term semester Internship in DH SOLUTIONS. I am really thankful to proprietor and Supervisor M.SAI RAM of DH SOLUTIONS for giving me opportunity to do Long-Term semester Internship and guiding us about function of their industry. I would like to convey my heartfelt thanks and gratitude to

Dr. P. Arvind Sumanj Lecturer in the Department of Economics of R.R.D.S GOVERNMENT DEGREE COLLEGE BHIMAVARAM for his support and encouragement at each stage of this endeavor. I accord with pleasure, our deep sense of gratitude to our beloved Internship Mentor S. Satyanarayana Dept of History for his valuable guidance and help in completing this project.

Name: G. Devi

Hall Ticket Number: 203126203007

Contents

Chapter 1 :- Basics of digital marketing

- 1) Introduction to digital marketing
2. content marketing
- 3) SEO (search Engine optimization)
- 4) SMM (social media marketing)
5. SEM (search Engine marketing)
6. Paid Ads
7. Email marketing

Chapter 2 : Type of internet marketing methods

- 1) Affiliate marketing
2. Display Advertising
3. email marketing
- 4) Inbound marketing
5. Pay - per - click Advertising
- 6 search Engine optimization
- 7 social media

chapter 3:

- 1) content marketing
- 2 email marketing
3. Advertising
- 4) mobile marketing
5. Reputation marketing
6. social media marketing
- 7 video marketing
8. search engine optimization
9. web analytics

chapter 4: digital marketing facebook

chapter 5: digital marketing - pinterest

chapter 6: digital marketing - twitter

chapter 7: digital marketing - linkedin

chapter 8: digital marketing - youtube

chapter 9: digital marketing - mobile

: digital marketing - email

chapter 1: web analytics

- 1) setting goals
- 2) collecting data
- 3) processing data

- 4) Developing a strategy
5. Experimenting and testing

Chapter 12: Affiliate marketing

- 1) Pick a best marketing channel
- 2) Join an affiliate marketing network
- 3) expand your network
- 4) Be consistent and master your skills

CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

executive summary:

During my internship at DH solutions, a digital marketing company, I gained valuable practical experience in the field of digital marketing. DH solutions specializes in providing digital marketing services such as developing strategies, managing social media platforms, conducting market research, and optimizing websites. Throughout the internship, I successfully achieved the following learning objectives:

1. Acquiring knowledge of digital marketing concepts and strategies.
2. Developing skills in market research and data analysis
3. Creating engaging social media content
4. Understanding marketing campaign development

To accomplish these objectives, I actively participated in various activities, these included conducting marketing research, analyzing data, creating social media content, assisting in marketing campaign development, and monitoring website analytics

This internship provided me with practical skills and knowledge that will be beneficial in my future career in digital marketing. I gained a comprehensive understanding of digital marketing practices, learned to analyze data for informed decision-making.

In conclusion, my internship at DH solution allowed me to apply theoretical knowledge in a professional setting, acquire new skills, and gain hands-on experience in the digital marketing industry.

chapter (4)

chapter (5) - Digital marketing - Pinterest

chapter (6) - Digital marketing - Twitter

chapter (7) - Digital marketing - LinkedIn

chapter (8) - Digital marketing - YouTube

chapter (9) - Digital marketing - mobile

chapter (10) - Digital marketing - Email

chapter (11)

- 1) setting goals
- 2) collecting data
3. Processing data

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Suggestive contents

- Introduction of the Organization
- Vision, Mission, and Values of the Organization
- Policy of the Organization, in relation to the intern role
- Organizational Structure
- Roles and responsibilities of the employees in which the intern is placed
- Performance of the Organization in terms of turnover, profits, market reach and market value.
- Future Plans of the Organization.

DH solutions

DH Solutions, a cloud-based digital marketing company, has Saigam as its managing director. DH Solutions has rated top among in the website solution services.

They are offered a wide range of services such as website design, website development, mobile application development, digital marketing, company vision-leading provider of innovative digital marketing, and company mission-believes exceptional strategies, technologies, and experiences for clients' success. Company values - experiences integrity, collaboration, innovation-centricity.

DH Solutions company may have policies on privacy, data security, employee conduct, non-discrimination, and client confidentiality.

many organization's structure likely includes executive advisory, business development, account management, digital.

marketing specialists, creative/design team, analytics,
five/speaking technical team, and administrative/support
functions. As an intern at DH solutions, in a digital marketing
company, my roles and responsibilities may involve assisting
with market research, content ~~creat-~~ and creation, social
media management, campaign monitoring, data analysis, and
supporting the team in various to grow up they can focus
on acquiring new clients, enhancing customer satisfaction,
and staying updated with industry trends and technologies.

4. Developing a strategy
5. Experimenting and testing

chapter (12) Affiliate marketing

- 1) Pick a best marketing channel
- 2) Join an affiliate marketing network
- 3) Expand your network
- 4) Be consistent and master your skills.

CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

During my internship at DH solutions, a digital marketing company, I was assigned a range of activities and responsibilities that provided me with valuable hands-on experience in the field. The working conditions were professional and conducive to learning, with a supportive team and a collaborative work environment.





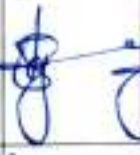

My weekly schedule consisted of working Monday to Friday from 9 am to 1 pm. The company provided me with internet access and relevant software tools. Computer software tools used in digital marketing, such as Google Analytics, social media management platforms, and content management systems.

As an intern, I was involved in various tasks to support the company's digital marketing efforts. This included digital marketing efforts, this includes conducting marketing research, and implementation of marketing campaigns, and monitoring website analytics.

Throughout my internship I acquired essential skills in digital marketing. I learned how to conduct effective market research, interpret data to make data driven decisions, develop engaging social media content and understand the various aspects, and running marketing campaigns. I also gained valuable experience in working within a professional team, managing deadlines and effectively communicating with clients.

Overall, my internship at DH Solutions provided me with a solid foundation in digital marketing, equipping me with the practical skills and knowledge necessary to pursue a successful career in the field.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to digital marketing	the promotion of products or brands via one or more forms of electronic media, including digital marketing.	
Day - 2	they want content that is compelling relevant at the search engine updated and fresh content.	content marketing, researching keywords, and writing content that is relevant and useful to the audience.	
Day - 3	on-site SEO: variables ensuring that your site is developed correctly with the proper structure that allows search engines	off-site SEO: links to your site that you are earning elsewhere, and that signal to search engines your main digital products.	
Day - 4	with paid social media marketing includes the advertisements we all know and love. it also involves paid organic branding, using paid to increase or brand.	organic social media is a bit more elusive but that also tends to make it more fun to implement.	
Day - 5	Advertisements are placed on Google or Bing search engines so when a user is browsing for the answer to a question	your paid ads pop your domain to the top of the search engine results page (SERP)	
Day - 6	paid ads are a fun way to get in front of a wider audience and bring more traffic to your website less expensive than traditional	Advertising can advertise across various platforms with methods such as Google ads, Facebook ads and other social media and offline.	

WEEKLY REPORT




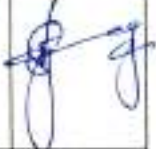


WEEK - 1 (From Dt. 01/11/23 to Dt. 07/11/23)

Objective of the Activity Done:

Detailed Report:

In the first week of the internship I learned the basics of digital marketing. On Day 1 I learned about the basic introduction of the digital marketing that is the promotion of products or brands via one or more forms of electronic and updates with customers on their contact list. On the second day I learned about the content marketing where they want content that is compelling, frequent, and full of entertainment. Content marketing involves researching keywords, writing articles, improving descriptions of the products or services on your site, and creating engaging educational content that will compel your audience to engage more. On the next day, I learned about the on-site SEO which involves ensuring that your site is displayed correctly with the proper browser and off-site SEO involves transactions that you are taking for your brand that happen off of your main digital properties. The another day, I learned about the social media marketing which includes advertising organic social media as a business plus free but that also tends to make it more time-consuming on days. I learned about search engine marketing where you pay for your brand to be at the top of the search engine results page (SERP) on the last day, I learned the paid ads that is where you can advertise across various platforms.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Email marketing: Email marketing is for fun and these days.	more nig quality leads through your online efforts	
Day -2	Affiliate marketing: In this type of marketing you pay for which is paying to individuals	and on another side, in which the person pays a commission.	
Day -3	Display advertising: This is one of the most common types of online advertising.	and advertisement in business's product, services.	
Day -4	Email marketing: Email and direct mail or can	note with the help of email such as in case	
Day -5	Inbound marketing: In this type of marketing	idea at this strategy can.	
Day -6	Pay-per-click advertising: Place ads on search engines	that many search engines after.	

WEEKLY REPORT

WEEK - 2 (From Dt 16/11/23. to Dt 21/11/23.)

Objective of the Activity Done:







Detailed Report:

Email marketing: Email marketing is fun from about these days and continue to be a highly efficient method for your digital marketing campaigns. The key is to generate it properly. Retargeting is to generate. Affiliate marketing is a type of marketing uses individual or company to promote their products or services. Retargeting allows business to send similar information or even in this rather than sending customers a hand out or a direct mail. It displays a lot type which allow business place ads on search engine websites like

allows business to send similar information or even in this rather than sending customers a hand out or a direct mail. It displays a lot type which allow business place ads on search engine websites like

Pay-per-click advertising: It is known as search engine marketing, which advertising.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Search Engine optimization: It is free from advertisement which is designed	results on top when internet user reaches for business	
Day - 2	social media marketing in this type of marketing. The business provide	in work by creating a dedicated page for business	
Day - 3	content marketing: the main goal of content marketing is to attract a customer.	enhanced by providing them with the necessary.	
Day - 4	Email marketing: Email is a worthwhile marketing tool that involves.	It allows you to set goals that work for them	
Day - 5	Advertising: Advertising is a powerful tool that helps promote.	helps to quickly find a diverse audience	
Day - 6	mobile marketing: is an advertising,	here you can see how to improve it	

WEEKLY REPORT







WEEK - 3 (From Dt. 28/4/23 to Dt. 27/5/23.)

Objective of the Activity Done:

Detailed Report:

Search Engine optimization. It is a form of advertising which is designed to increase businesses ranking on search engines. Social media marketing in this type of marketing strategy, the business is promoted with the help of social media. The main goal of content marketing is to attract a customer's attention educate new users and nurture leads. With this marketing strategy, you can nurture and educate your potential email marketing worthwhile marketing tool that involves assets

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Reputation. marketing's winners feedback	There is why positive online review are important	
Day - 2	social media marketing there are 3.5 billion people that use	social media marketing means using social media	
Day - 3	video marketing. According to statistics, 54% of consumers	It helps companies provide step by -step	
Day - 4	search engine optimization: seo is about traffic	for influence, when you are searching to	
Day - 5	Information about the preference and behavior.	the duration of their visit, engage	
Day - 6	Add these words by watching ads to your site based on your content	the ads are created and paid for by product.	

WEEKLY REPORT

WEEK - 4 (From Dt. 21/5/23... to Dt. 27/5/23...)







Objective of the Activity Done:

Detailed Report:

Reputation marketing - consumer feedback is essential. both for brand and potential customers. many 3 out positive reviews. social media marketing means using social media channels, such as linked to content video marketing: According to statistics, 54% of consumers prefer video over other types of content want you business to go viral. you should try video marketing

web analytics: This is a way to track the activity of users on web pages. It enables companies to access information about the preference and behavior of web users.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief description about wsgow 1 Affilal registration	I understand my own business by using Affilate	
Day - 2	Facebook- the basics facebook is widely fupial network	Acually, Purcb -ob is the third most visited site	
Day - 3	signing up to facebook -UI is simple. the user lists step pretty simple.	the plat form make it easy to get	
Day - 4	Brief description: facebook is conside red one at its best	you can to share with your friends	
Day - 5	at gives you a great being excel -ive	That why you need your profile	
Day - 6	you can also share Live broadcasts and a bit.	lets you upload video from your computer	

WEEKLY REPORT

WEEK - 5 (From Dt 8/9/23. to Dt 13/5/23.)

Objective of the Activity Done:

Detailed Report:

1. Affiliate registration
2. vendor registration
- 3 How to add product




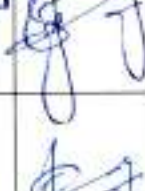
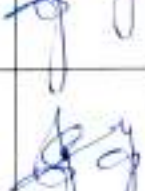

Social network and its popularity isn't likely to diminish any time soon.

Signing up to Facebook is simple. The very first step is to sign up for a Facebook account. It's pretty simple.

One of the most important basics at Facebook is staying secure.

Once you've created your new profile, it gives you a lot of options. All kinds of content such as photos and videos. You can also share live broadcasts and albums.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	posting on facebook is considered one of the best features	you can keep everyone updated on.	
Day - 2	you can also sign up directly via your account	Facebook twitter, google -let yahoo	
Day - 3	create your profile, tutorial, suggests is creating your profile	you will have your own account advise	
Day - 4	check your settings you can turn on your email that	a helpful idea that will help to your board	
Day - 5	Pinterest boards and all other settings	board that you can pin to your profile	
Day - 6	accumulation of different companies	product they end up buying it	

WEEKLY REPORT




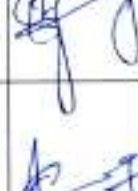
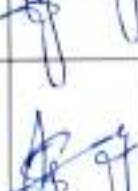

WEEK - 6 (From Dt. 14/5/23, to Dt. 19/5/23...)

Objective of the Activity Done:

Detailed Report:

Posting on facebook is considered one of its best features, this is one of the many fun features on face book you can keep everyone updated on what's going on in your life you can also sign up directly via your facebook and gmail account going with a consistent username and profile pic that you already have on you can turn on your email notification that pinterest pins pinterest board and all other settings at different individual pinterest pins pinterest board share different your username that you set in the box given after www.pinterest.com.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief description of the activity as per you address the learning goal.	now you need to take the next part.	
Day - 2	social networking website that's designed.	Twitter is limited to 280	
Day - 3	creating a Twitter account if you want to post go	if you are using a desktop or laptop	
Day - 4	there are many ways to use Twitter for users right	there's a world and joining a bigger	
Day - 5	Hashtags are a really important part	attach that starts with hashtags (#)	
Day - 6	Twitter is about more than just sharing updates	with people who are important	





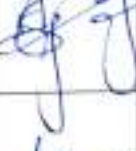

WEEKLY REPORT

WEEK - 7 (From Dt 20/5/23 to Dt 26/5/23..)

Objective of the Activity Done:

Detailed Report: Pinterest allows you to create ads for your business goal, so if you want to sell more products, encourage app downloads, or attract more traffic, you can't find best-suited ad format. Creating a Twitter account: If you want to post your own updates to Twitter, you will need to create an account. Some users might never post their own updates, but instead follow updates from other users. What is a hashtag? Hashtags are a really important part of Twitter, but what exactly is a hashtag? Following and connecting on Twitter is just sharing your own updates.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	was tampering your profile and privacy setting, looking to make, see	knowing what editing your twitter profile me button	
Day - 2	Brief description what is linkedin popular social networks with a specific	Bleaching out comas, people @ phone twosking that is building gap	
Day - 3	creating a linkedin account to get a better, go to	linkedin will guide you through the step	
Day - 4	common linkedin HXNS, connections endorsements Rec sites.	Kashring out cons quickling some at the nolt	
Day - 5	networking softs linkedin can seem a little, in Hnfidaling	you will still want to take some time to learn	
Day - 6	trying to connect with everyone you know can send the signal	Keshring out comes doing so can seems like you	

WEEKLY REPORT







WEEK - 8 (From Dt: 27/5/23, to Dt: 2/6/23..)

Objective of the Activity Done:

Detailed Report:

customizing your profile and privacy settings:
working to make your twitter your twitter
profile abit more personal and make your
tweets more secure twitter has several
options for acatning your account, who is link
din is popular social network with a specific
purpose while other social networks like
facebook and twitter focus more on
your personal life linkedin it all
creating a linkedin account to get
started, go to linkedin with your web
browser enter you information choose
a password, then click the join
button if you're new to linkedin there
are also ways, connect with signal,
anyone you know and the coming
building network

ACTIVITY LOG FOR THE NINTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	But watching youtube videos now that video.	for example you can just click the understanding	
Day - 2	for example, you just click the youtube video bar to play it	streamed while its not signing into youtube	
Day - 3	youtube for mobile devices. make and use people use these days	Learning outcome in fact, more than us percent youtube's	
Day - 4	searching for videos searching is a great way to find new videos	learning outcome it sounds a little silly	
Day - 5	sharing options. sharing is probably one of our favorite	does it want to see that funny video skat -c board	
Day - 6	linking and win money signing in allows you to interact with and video.	making act -as for example as leave a,	

WEEKLY REPORT







WEEK - 9 (From Dt. 3.16/23... to Dt. 3.16/23...)

Objective of the Activity Done:

Detailed Report: watching you tube videos now that you know the basics you're ready to dip in and start searching you tube videos signing into you tube while it's not necessarily mandatory, we do recommend signing in to you tube. you tube for mobile device more and more people are watching videos on the go these days

searching is a great looking for videos at dog on skate board, one of our favorite things to do on you tube liking and commenting signing in allows you to interact with any video you find on you tube.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief description. what is mobile marketing 'mobile	Beyond simple & elaborate messages. it has to	
Day - 2	what is a mobile first strategy. How much is it	knowing and when a why has to be	
Day - 3	In-app marketing app marketing is marketing	earning out comes. for you out	
Day - 4	mobile push marketing mobile push marketing	for users even if they are not on your	
Day - 5	are not to address and potential of using phones	Leaving out what is marketing	
Day - 6	or sign up for you make the	what must be done or not	

WEEKLY REPORT

WEEK - 10 (From Dt. 21/6/23... to Dt. 27/6/23...)







Objective of the Activity Done:

Detailed Report:

what is mobile marketing : mobile marketing is a marketing strategy that specifically targets audience at mobile devices like sms, mmi, messaging, mobile apps, messaging apps, and mobile-optimized browser.
what is a mobile-first strategy. How much priority a company gives to their mobile marketing strategy. depend on the company

Product marketing through mobile apps. In-app marketing can be either for you own brand or for other brand. on mobile device using push notification you can send promotion, alerts, ads etc.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief description what is email marketing & direct marketing is direct	Learning outcome its high return on investment	
Day - 2	Segmentation segmentation is an attribute	Learning outcome BY USING HIS SPECIFIC GROUPS	
Day - 3	Content and Experience both online and offline.	Learning outcome marketer are determined by	
Day - 4	Brief description Educational emails is educational.	Learning outcome AN EDUCATIONAL	
Day - 5	Message through your welcome emails	The initial mail you send to your	
Day - 6	Res to nurture your business is customer-based	Keeping our course purpose, to strengthen feedback	

WEEKLY REPORT







WEEK - 11 (From Dt. 15/6/23 to Dt. 22/6/23)

Objective of the Activity Done:

Detailed Report: Brief description: setting goals is the first step in the web analytics process. For businesses to determine goal and end result's they are trying to achieve. Personalised content and experience both online and of offline.

Educational emails the most preferred type of mail. If educational email message through you welcome emails testimonial email if your business is customer based then sending and including testimonial will help you to build trust in your brand. Including testimonial will help you to build trust in your brand will help you to build trust in your brand.

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Setting goals the first step in the web analytics process	Learning out comes these goals can satisfaction	
Day - 2	collecting data. The second step in web analytics in the collection	learning out comes. Business can Analytics	
Day - 3	Processing data a relevant stage in the web analytics function	learning out comes processing the collected data information	
Day - 4	Developing a strategy this stage involves implementing,	learning out comes what users are doing	
Day - 5	Engaging and testing businesses you'd like the best results.	learning out comes as example content	
Day - 6	Web analytics tool web analytics tool search in postscript	software analytics and marketing	

WEEKLY REPORT

WEEK - 12 (From Dt. 21/6/23 to Dt. 26/6/23)

Objective of the Activity Done:

Detailed Report:




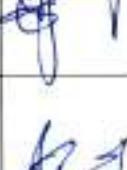


Setting goals are first step in the web crawling process. It for businesses to determine goal on the end results they are trying to achieve. Collecting data is second step in web

analytics. In the collection and storage of data, processing data the next stage of the web analytics funnel involves businesses. This stage involves

implementing insights to formulate strategies that align with an organization goal. Experimenting and testing.

Businesses need to experiment with different strategies in order to find the one that yields the best results. activity while on the side.

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Pick a best marketing channel. once you have decided on the topic audience and products. that you can now move on to find out how to do it.	while creating a budget, read reviews, websites, search on the internet. It's a fact that a person you can do so much of your marketing.	
Day - 2	In an affiliate marketing network. An affiliate network cannot affiliates and merchants.	while it's not always necessary to do a full-time network, you will likely find that doing so will give you the best results. In a network, you will likely find that doing so will give you the best results.	
Day - 3	expand your network and a fine a successful affiliate marketing program takes time and dedication.	to increase your own audience size, though it's helpful to use to use a mix of digital marketing approaches.	
Day - 4	be consistent and master your skill. In addition to taking time and dedication, affiliate marketing also requires a wide range of skills including:	conducting market research to understand your audience, analyzing the competition, and creating a content plan.	
Day - 5	How an affiliate makes money. The affiliate gets a unique link and an affiliate link program which clicks can be tracked. typically using cookies.	The cookie then tracks the user to see if they make a purchase.	
Day - 6	the affiliate marketing that's really is sometimes also known as the publisher's affiliate can also be a person's new marketing strategy.	An affiliate program is one of many types of digital products and services that are available. You can find a list of affiliate programs on the internet.	

WEEKLY REPORT

WEEK - 13 (From Dt. 26/6/23 to Dt. 1/7/23...)

Objective of the Activity Done:

Detailed Report: In this week I read about pick a best marketing channel. and you have decided on the topic, audience, and products that your affiliate marketing brand will cover. you will want to decide on a marketing channel join an affiliate marketing network
: Affiliate networks connect affiliates and merchants. expand your network creating a successful affiliate marketing platform takes time and dedication be consistent and market your skills. In addition to taking time and dedication affiliate marketing also employs a wide range of skills including how do affiliate make money the affiliate gets a unique link can be tracked typically using cookies the affiliate marketing. There's many's sometimes also known as the publisher affiliates can also range from single individuals to entire companies

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	dgudise@gmail.com	devi gudise	
Day - 2	Gudise devi@gmail.com	DEVI 120	
Day - 3	G. Gunashetkar 141@gmail.com	Guna 141	
Day - 4	Gudise devi 1201@gmail.com	Gudise devi	
Day - 5	devi G 2003@gmail.com	DEVI 2003	
Day - 6	dgudise 2003@gmail.com	G. DEVI 2003	

WEEKLY REPORT

WEEK - 14 (From Dt. 21.7.23. to Dt. 27.7.23.)

Objective of the Activity Done:

Detailed Report: In this 14th week I learn about how to create gmails.

Day 1: dgudise8@gmail.com

Password: devi gudise

Day 2: Gudise devi@gmail.com

Password: DEVI 120

Day 3: G. Gunashekar 141@gmail.com

Password: Guna .141

Day 4: Gudise Devi 1211@gmail.com

Password: gudise devi





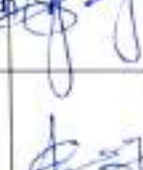

Day 5: devi G 2003@gmail.com

Password: devi 2003

Day 6: Gudise 2003@gmail.com

Password: G. DEVI 2003

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Shop name: Kotha Raju John tessy mart call 8074518006	Bondada Plaza main Rd Gandhi nagar, bh -mava sam pda desh 534202	
Day - 2	Shop name: Kotha Raju John tessy mart call 9399-79-6216	Bondada Plaza main Rd. Gandhi nagar, Bh ² mava sam pda 534202	
Day - 3	Shop name: Kotha Raju John tessy mart jewellery. call 9399-79-6216	Bondada Plaza main Rd Gandhi nagar. Bh ² mava sam pda 534202	
Day - 4	Shop name: Kotha Raju John tessy mart jewellery	Bondada Plaza main Rd Gandhi nagar. Bh ² ma -va sam pda desh 534202	
Day - 5	Shop name: Kotha Raju John tessy mart jewellery	Bondada Plaza main Rd Gandhi nagar. Bh ² mava sam pda 534202	
Day - 6	Shop name: Kotha Raju John tessy mart jewellery	Bondada Plaza main Rd Gandhi nagar Bh ² mava sam pda 534202	

WEEKLY REPORT

WEEK - 15 (From Dt. 8/7/23 to Dt. 16/7/23)

Objective of the Activity Done:

Detailed Report:

In 15th week of my internship
Learn about vendor registration

Day-1 - Shop name: Kotha Rasu ^{Hand} Jewellery mart,
Badda Plaza main Rd Gandhi Nagar Bhimara Pradesh
Address 534202. K Durga 8274518006

Day 2: Shop name: Kotha Rasu ^{Jewellery} Jewellery mart, Badda
Plaza main Rd Gandhi Nagar Bhimara Pradesh 534202
K Balaji 9392796216

Day 3: Shop name: Kotha Rasu John Terry mart, Badda
Plaza main Rd Gandhi Nagar Bhimara Ram
Pradesh 534202 Gana ~~Rishi~~ call 8179349272

Day 4: Shop name: Kotha Rasu John Terry mart, Badda Plaza
main Rd Gandhi Nagar Bhimara Ram Pradesh
534202 Gana ~~Rishi~~ 1007 82175 Gafil

Day 5: Shop name: Kotha Rasu John Terry mart, Badda Plaza
main Rd Gandhi Nagar Bhimara Ram P. 534202 call 7416252252

Day 6: Shop name: Kotha Rasu John Terry mart, Badda
Plaza main Rd Gandhi Nagar Bhimara Ram Ph. 90302 21669.

CHAPTER 5: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

As an intern at DH solutions in Penang, the work environment is designed to foster a positive and collaborative atmosphere. People interactions are encouraged with open communication and regular team meetings to discuss projects, share ideas and address any challenges.

The company provides

well-maintained facilities, including a comfortable work space, necessary equipment, maintenance staff ensures the upkeep of the office environment, addressing any issues promptly.

The job roles are clearly defined, with supervisors providing guidance and clarity on tasks and responsibilities. Protocols, procedures, and processes are in place to ensure that work is emphasized, with clear deadlines and expectations communicated to interns.

A harmonious relationship is fostered among team members, with a supportive and cooperative atmosphere. Socialization is encouraged through team-building activities and occasional social events enhancing camaraderie and team cohesion.

mutual support and teamwork are valued with colleagues readily available to offer assistance and guidance when needed - Regular feedback and performance evaluations help interns stay motivated and improve their skills

The office space is designed for productivity with adequate ventilation and comfortable work stations. EFPHS are made to provide a conducive environment that allows interns to focus on their tasks effectively.

In summary, DH Solutions provides a supportive work environment that values open communication, mutual support, and teamwork. The company emphasizes clarity of job roles, adheres to protocols and procedures, promotes discipline and time management and ensures a harmonious and motivating atmosphere for interns to thrive in their digital marketing responsibilities.

Describe the real time technical skills you have acquired (in terms of the job-related skills and hands on experience)

In DH solutions company, several real-time technical skills that I can acquire to enhance my abilities and contribute effectively to the company's operations. Here are some key technical skills I can focus on:

Search Engine Optimization (SEO): Learn about optimizing websites for search engines, keyword research, on-page and off-page optimization techniques, and staying up to date with algorithm changes.

Social media marketing: Familiarize yourself with various social media platforms, their advertising features, and strategies for organic and paid promotion. Understand analytics and reporting tools specific to each platform.

Content marketing: Learn how to create compelling content such as blog posts, articles, videos, and infographics. Understand how to optimize content for SEO and drive engagement.

Email marketing: Acquire knowledge of email marketing tools, list segmentation, designing effective email campaigns, and analyzing campaign performance metrics.

Analytics and Data Interpretation: Develop skills in using tools like Google Analytics to track

website traffic, user behavior, conversion rates, and other relevant metrics. Learn how to interpret data and use it to improve marketing strategies.

Mobile Marketing: Gain knowledge of mobile marketing strategies, including mobile app marketing, mobile advertising, and mobile user experience optimization.

Describe the managerial skills you have acquired (in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc.

Describe managerial skills: During my internship at DH solutions, a digital marketing company, I have acquired essential management skills in planning, creating strategies, marketing campaigns, setting clear objectives, and organizing resources effectively. As a leader, I inspire and motivate team members, promoting collaboration and fostering a positive work environment. I exhibit professionalism, integrity, and a strong work ethic, delivering high-quality work within deadlines. I manage my time productively, handling multiple tasks and adapting to changing priorities. Continuous improvement is a priority for me, always seeking feedback and enhancing my skills. I set SMART goals aligned with company objectives and make informed decisions by analyzing options and considering available data. I evaluate performance using key metrics.

Identifying areas for improvement and making data-driven decisions overall, my internship has equipped me with valuable managerial skills in planning, leadership, teamwork, behavior, workmanship, time management, competency improvement, goal setting, decision making, and performance analysis. These skills will shape my future career in digital marketing.

Describe how you could improve your communication skills (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.)

communication skills :- As an intern at DH solutions, a digital marketing company, I am determined to continuously improve my communication skills. In terms of oral communication, I am actively working on enhancing my ability to express ideas clearly and effectively, practice structuring my thoughts before speaking and strive to deliver concise and impactful messages.

In written communication, I focus on refining my writing skills to convey information accurately and persuasively. I pay attention to grammar, punctuation, and clarity ensuring that my written content is professional and engaging.

I am also working on improving my conversational abilities by actively listening and engaging in meaningful dialogues. I seek opportunities to participate in group discussions, actively contributing my insights while respecting others' opinions.

Building my confidence level in communication is essential. I aim to project self-assurance and professionalism when expressing my ideas or presenting in front of others to manage anxiety. I practice deep breathing and positive self-talk to remain composed and focused. Understanding others is crucial for effective communication. I strive to be attentive and empathetic, actively listening to others' perspectives and seeking clarification when needed. I value diverse viewpoints and aim to create an inclusive environment where everyone feels heard.

I practice extemporaneous speeches to enhance my ability to think on my feet and communicate ideas spontaneously. This helps me develop confidence in expressing my thoughts without prior preparation.

Articulating key points effectively is crucial in communication. I work on organizing my thoughts, prioritizing information, and delivering concise and impactful messages that resonate with the audience.

I recognize the importance of closing conversations gracefully, maintaining niceties, and adhering to protocols. I focus on expressing gratitude, summarizing key takeaways, and leaving a positive impression.

By continuously working on these aspects, I am confident that my communication skills will significantly improve, enabling me to effectively convey my thoughts, build strong relationships, and contribute effectively to the success of DH solutions.

Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

By continuously working on these these aspects, I am confident that my communication skill will significantly improve, enabling me to effectively convey my thoughts, build strong relationships, and contribute effectively to the success of DH solutions.

As an intern at DH solutions, a digital marketing company, I am committed to enhancing my abilities in group discussions, team participation, contribution as a team member, and leading team activities.

To excel in group discussions, I actively listen to others' perspectives and opinions seeking to understand different view points I contribute my insights and ideas thoughtfully, promoting constructive discussions and fostering a collaborative environment. I value open communication and respect diverse opinions, encouraging others to express their thoughts freely.

In terms of team participation, I engage wholeheartedly in team activities, offering support and cooperation to fellow members I proactively take on tasks and responsibilities, ensuring that I meet deadlines and deliver quality work.

taking initiative and demonstrating a willingness to go the extra mile

As a team member, I contribute by sharing my expertise and knowledge in digital marketing & actively seek opportunities to provide value and support to my colleagues, whether through offering insights, sharing resources or collaborating on projects. I am reliable, dependable and dedicated to the team's success.

In conclusion, my focus as an intern at DH solutions, is to enhance my abilities in group discussions, team participation, contribution as a team member, and leading team activities by actively engaging in discussions, supporting my team, and taking on leadership roles. I aim to strengthen my skills and make valuable contributions to the company's success.

Describe the technological developments you have observed and relevant to the subject area of training (focus on digital technologies relevant to your job role)

During my internship at DH solutions, a digital marketing company, I have observed significant technological developments that are highly relevant to my job role. The rapid advancements in digital technologies have revolutionized the field of marketing, and I have had the opportunity to witness and adapt to these changes.

crucial technological development is the increasing importance of data analytics and measurement tools. The availability of sophisticated analytics platforms and tools, such as Google Analytics and social media analytics, has enabled us to track and analyze the performance of marketing campaigns in real-time. I have gained hands-on experience in leveraging these tools to monitor key performance indicators (KPIs), measure ROI, and make data-driven decisions.

Furthermore, the growing prominence of mobile technologies has had a profound impact on digital marketing. With the widespread use of smartphones and tablets, mobile optimization and responsive design have become essential for reaching and engaging target audiences effectively.

I have learned to develop mobile advertising strategies and leverage location-based marketing techniques.

Additionally, the emergence of new social media platforms and features has expanded the possibilities of digital marketing. From the rise of influencer marketing to the adoption of stories and live video features, I have witnessed the power of these platforms in driving brand awareness and engagement.

Overall, the technological developments I have observed and adapted to during my internship have shaped the way digital marketing operates. AI and ML have empowered us with data-driven insights and personalization capabilities while advanced analytics tools have enabled us to measure and optimize (advanced) campaigns effectively. Mobile technologies and social media innovations have opened up new avenues for reaching and connecting with target audiences. Embracing these digital technologies has been crucial for staying ahead in the dynamic and ever-evolving field of digital marketing.

Student Self Evaluation of the Short-Term Internship

Student Name: *Gudise Devi* Registration No: *203126203007*
Term of Internship: From: *10/04/2023* To: *16/07/2023*
Date of Evaluation: *16/7/23*
Organization Name & Address: *D.H. solutions. penugonda*

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

1	Oral communication	1	2	3	4	5	✓
2	Written communication	1	2	3	4	5	✓
3	Proactiveness	1	2	3	4	5	✓
4	Interaction ability with community	1	2	3	4	5	✓
5	Positive Attitude	1	2	3	4	5	✓
6	Self-confidence	1	2	3	4	5	✓
7	Ability to learn	1	2	3	4	5	✓
8	Work Plan and organization	1	2	3	4	5	✓
9	Professionalism	1	2	3	4	5	✓
10	Creativity	1	2	3	4	5	✓
11	Quality of work done	1	2	3	4	5	✓
12	Time Management	1	2	3	4	5	✓
13	Understanding the Community	1	2	3	4	5	✓
14	Achievement of Desired Outcomes	1	2	3	4	5	✓
15	OVERALL PERFORMANCE	1	2	3	4	5	✓

Date: *16/7/23*

G Gudise Devi
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: Gridise Devi Registration No: 203126093007

Term of Internship: From: 10/04/2023 To: 16/07/2023

Date of Evaluation: 16/7/23

Organization Name & Address: O.H solutions, Penugonda

Name & Address of the Supervisor K Sai Ram
with Mobile Number

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

1	Oral communication	1	2	3	4	5	✓
2	Written communication	1	2	3	4	5	✓
3	Proactiveness	1	2	3	4	5	✓
4	Interaction ability with community	1	2	3	4	5	✓
5	Positive Attitude	1	2	3	4	5	✓
6	Self-confidence	1	2	3	4	5	✓
7	Ability to learn	1	2	3	4	5	✓
8	Work Plan and organization	1	2	3	4	5	✓
9	Professionalism	1	2	3	4	5	✓
10	Creativity	1	2	3	4	5	✓
11	Quality of work done	1	2	3	4	5	✓
12	Time Management	1	2	3	4	5	✓
13	Understanding the Community	1	2	3	4	5	✓
14	Achievement of Desired Outcomes	1	2	3	4	5	✓
15	OVERALL PERFORMANCE	1	2	3	4	5	✓

Date: 16/7/23

K Sai Ram
Signature of the Supervisor



INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Grudise Devi?
Programme of Study: BA
Year of Study: 2022 - 23
Group: HEPA
Register No/H.T. No: 203126203007
Name of the College: R.R.D.S. Watt Degree College.
University: Adikavi? Nannaya University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	08
2.	Internship Evaluation	30	26
3.	Oral Presentation	10	08
	GRAND TOTAL	50	42-

Date: 16/7/23


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: GI. DEVI
Programme of Study: III BA
Year of Study: 2022-23
Group: HEPA
Register No/H.T. No: 203126203007
Name of the College: R.R.D.S Govt Degree College
University: Adikavi namaya University

SLNo	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	75
2.	For the grading giving by the Supervisor of the Intern Organization	20	15
3.	Viva-Voce	50	38
	TOTAL	150	128+42
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	170

Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal

PRINCIPAL

R.R.D.S. Govt. Degree College
BHIMAVARAM-534 202

